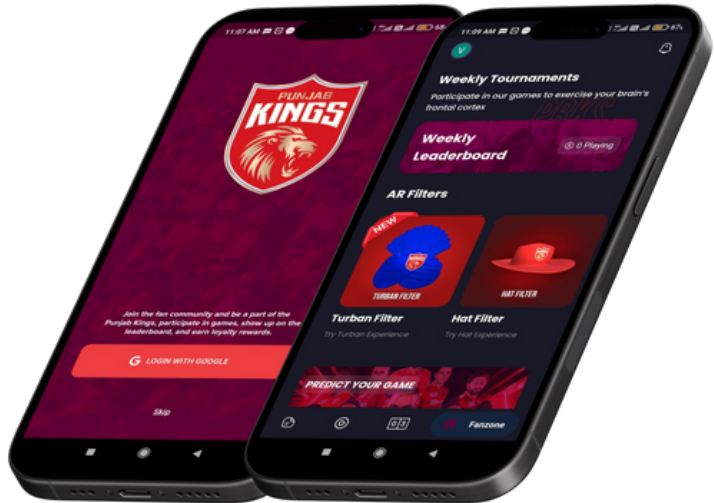


Punjab Kings Leverage Mobile App for Deeper Fan Engagement



OBJECTIVE

Punjab Kings aimed to increase fan engagement and offer a more seamless experience through a mobile app.



SOLUTION

Created a fan engagement app with gamification, content, AR experiences, and integration with social media and commerce.



KEY FEATURES

- Gamification for deeper engagement
- News, insights, analysis, social media, and commerce integration
- AR face filters using AI/ML for seamless fan experiences



RESULTS

- **1M+** impressions in 1 month
- **1.5M+** fan moments
- Deeper fan connections and increased revenue.

The mobile app helped Punjab Kings connect with fans, leading to greater engagement and loyalty. AR innovations provided seamless experiences that delighted fans.